

Description:

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide an annual dividend in support of Public Schools and buildings.

A. Increase the annual dividend by \$100,000 each year.

Actual Results			
2000	2001	2002	2003
\$18,000,000	\$15,000,000	\$18,000,000	\$20,500,000
Projected Results			
2004	2005	2006	2007
\$20,600,000	\$20,700,000	\$20,800,000	\$20,900,000

2. Increase on-line lotto sales through greater jackpot awareness and additional sales locations.

A. Number of retail locations selling on-line tickets.

Actual Results			
2000	2001	2002	2003
695	710	700	729
Projected Results			
2004	2005	2006	2007
735	745	755	765

3. Increase instant ticket sales by offering fresh, entertaining games through a wide variety of retail locations. **(Note: some retailers may fall in both categories)

A. Number of scratch ticket vending machines (STVM's) installed at retail locations.

Actual Results			
2000	2001	2002	2003
200	210	225	225
Projected Results			
2004	2005	2006	2007
245	265	285	315

B. Number of retail locations selling scratch tickets. **

Actual Results			
2000	2001	2002	2003
1,095	1,002	1,002	1,002
Projected Results			
2004	2005	2006	2007
1,012	1,015	1,025	1,035

C. Number of retail locations selling pull-tab tickets. **

Actual Results			
2000	2001	2002	2003
155	155	160	160
Projected Results			
2004	2005	2006	2007
168	165	165	165

Self-Gov - Lottery, Idaho State Lottery Commission

Program Results and Effect:

The Lottery has a single goal: to maximize the annual dividend to for public schools and buildings. Accomplishing this goal involves a combined effort to maximize revenues and minimize costs. In pursuit of our goal, the Lottery must be sensitive to the fact that, for various reasons, not all citizens of the State support a state lottery. Section 67-7401, Idaho Code, requires "...all advertising shall be conducted in a manner consonant with the dignity of the State and the sensibilities of its citizens."

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